

**SCIENTIFIC
AMERICAN**

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SCIENTIFIC AMERICAN

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With this letter and enclosures I am pleased to offer you the opportunity to subscribe to SCIENTIFIC AMERICAN.

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As one of these prospective subscribers you will be interested to see the Table of Contents of our annual single-topic issue, herewith. That issue is devoted this year to Light. The unanticipated advent of the laser provides the occasion for this consideration of the pervasive role of visible radiant energy in science and civilization and in life itself. While the laser might have been invented it could not have been understood without contemporary appreciation of the dual wave-particle nature of light as one kind of matter.

If SCIENTIFIC AMERICAN is a magazine you want to receive regularly, please seize this opportunity to subscribe. Simply fill in the order form herewith and mail it back to us in the post-paid envelope. To be sure your subscription starts with the single-topic issue (published as usual in September), please get your order in the mail now. You will note that the order form also provides for the entry of gift subscriptions at our regular gift rates. These rates apply throughout the world.

Cordially,



Jerome L. Feldman
Circulation Manager

JLF:pf

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